



Branding for Print, Web and Motion

WALL-TO-WALL STUDIOS, INC.

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Pittsburgh, PA 15233
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1128 Nu'uanu Avenue, Suite 203
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www.walltowall.com

Domestic & Mainland Contract Administrator:

Pete Popivchak, Partner
Phone: 412-232-0880
Fax: 412-232-0880
Email: pete@walltowall.com
Website: www.walltowall.com

Overseas & Hawaii Contract Administrator:

Bernard Uy, Founder
Phone: 808-566-0880
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Email: Bernard@walltowall.com
Website: www.walltowall.com

Business Size:

Small Business

Duns Number:

806679031



Authorized Federal Supply Schedule Catalog/Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is <http://www.gsadvantage.gov>

Schedule Title:

Professional Services Schedule
Federal Supply Schedule OOCORP
Federal Supply Class R701

Contract Number:

GS-07F-0147Y (541-1, 541-4a, 541-4b, 541-3, 541-4f, 541-5, 541-1000, 541-5RC, 541-1000RC)

Contract Period:

December 12, 2011 to December 11, 2021

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

Contractor:

Wall-to-Wall Studios, Inc., 1010 Western Ave., Ste. 500, Pittsburgh, PA 15233-2014
412-232-0880 (phone), 412-232-0906 (fax); <http://www.walltowall.com> (website)

Contractor's Administration Source:

Mr. Pete Popivchak, Marketing Director

Business Size:

Small Business

Socioeconomic Indicators:

Small Business

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

	SIN	DESCRIPTION
GS-07F-0147Y	541-1/1RC	Advertising Services
	541-3/3RC	Web Based Marketing Services
	541-4A/4ARC	Market Research and Analysis
	541-4B/4BRC	Video/Film Production
	541-4F/4FRC	Commercial Art and Graphic Design Services
	541-5/5RC	Integrated Marketing Services
	541-1000/1000RC	Other Direct Costs

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: (Government net price based on a unit of one)

SIN*	MODEL	PRICE
All SINs	Junior Designer	\$ 73.83
All SINs	Designer	\$ 81.87
All SINs	Senior Designer	\$ 92.68
All SINs	Junior Developer	\$ 79.78
All SINs	Developer	\$ 85.03
All SINs	Senior Developer	\$ 98.82
All SINs except 541-5/5RC	Director of Interactive Technologies/Senior Flash Developer	\$ 96.94
All SINs except 541-5/5RC	Director of Interactive Media & Marketing Strategy	\$ 97.31
All SINs	Director of Account Operations	\$ 102.26
All SINs	Senior Account Manager	\$ 97.31
All SINs	Senior Project Manager	\$ 99.17
All SINs	Business Development	\$ 91.89
All SINs	Director of Sales & Marketing	\$ 130.99
All SINs	Chief Financial Officer	\$ 166.79
All SINs	Creative Director	\$ 137.56

*All labor categories apply to all SINS. 541-1, 541-3, 541-4a, 541-4b, 541-4f, 541-5, 541-5RC

The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire PSS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract.

541-1000 OTHER DIRECT COSTS

DESCRIPTION	UNIT OF ISSUE	RATE
Alumni magazine	Qty. 5,000	\$ 10,917.00
Banner (72" x 24")	Qty. 1	\$ 134.93
Brag Books	Qty. 1,000	\$ 10,197.36
Brochure	Qty. 1,000	\$ 9,076.68
Brochures	Qty 5,000	\$ 11,016.95
Business cards	Qty. 3 sets of 500 each	\$ 379.81

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Envelopes	Qty. 1,500	\$ 1,946.52
Flyers	Qty. 125,000	\$ 2,108.94
Font license	2 licenses	\$ 417.13
Gala invite mailers	Qty. 5,000	\$ 2,811.08
Letterhead + #10 envelopes	Qty. 3,000 each	\$ 1,480.50
Magazine	Qty. 23,900	\$ 23,660.57
Media Buy - Print	1 month	\$ 4,827.71
Media Buy - Radio	1 month	\$ 10,525.65
Media Buy - TV	1 month	\$ 15,414.16
Media Planning	1 month	\$ 3,216.12
Overnight Shipping	one	\$ 661.39
Oversize posters	Qty. 7	\$ 584.71
Postage for Postcards	Qty. 900	\$ 389.02
Postcards	Qty. 900	\$ 555.97
Posters 11" x 17"	Qty. 100	\$ 164.92
Signage	one	\$ 3,488.29
Stock image	one	\$ 568.46
Tickets	Qty. 7,100	\$ 1,206.89
Tradeshow Booth Panels	1 set	\$ 2,248.87

1c. HOURLY RATES: (Services Only) Direct Labor Rates are Hourly

2. MAXIMUM ORDER*: \$1,000,000.00

*The contractor may honor orders exceeding the maximum in accordance with Clause 52.216-19.

3. MINIMUM ORDER: \$100.00

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities or give details as negotiated

5. POINT(S) OF PRODUCTION: Not Applicable

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

7. QUANTITY DISCOUNT(S): +2% for orders over \$250,000.00 (applicable to Direct Labor Only)

8. PROMPT PAYMENT TERMS: Net 30 Days

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are not accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on task order and as mutually agreed upon

11b. EXPEDITED DELIVERY: Contact Contractor's Representative

11c. OVERNIGHT AND 2-DAY DELIVERY: If available, contact the Contractor for rates.

11d. URGENT REQUIREMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

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13a.	ORDERING ADDRESS: Same as contractor's address
13b.	ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
14.	PAYMENT ADDRESS: Same as contractor
15.	WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16.	EXPORT PACKING CHARGES: Not Applicable
17.	TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above the micro-purchase level may be inserted by contractor) – Not Applicable
18.	TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): Not Applicable
19.	TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): Not Applicable
20.	TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): Not Applicable
20a.	TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): Not Applicable
21.	LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): Not Applicable
22.	LIST OF PARTICIPATING DEALERS (IF APPLICABLE): Not Applicable
23.	PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A
24a.	SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not Applicable or as applicable
24b.	Section 508 Compliance for EIT: Section 508 Compliance: The EIT standards can be found at: www.Section508.gov.
25.	DUNS NUMBER: 80-667-9031
26.	NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATA BASE: Wall-to-Wall Studios, Incorporated is currently registered in CCR.

Labor Descriptions for Wall-to-Wall Studios

Junior Designer

Functional Responsibilities:

Assists other designers with various aspects of a project including design and production. Applies creative design to print collateral, motion graphics and web/interactive/multimedia projects.

Decision Making & Reporting:

Relies on limited experience and judgment to execute tasks and accomplish goals established by other Designers, Sr. Designers, Project Manager and Creative Directors.

Education & Experience:

Degree in Design, Web Design, Motion Graphic Design or related field or similar experience. One to two years experience.

Designer

Functional Responsibilities:

Designs creative solutions based on the creative direction provided by Sr. Designers, Creative Director and marketing team. Applies creative design to print collateral, motion graphics and web/interactive/multimedia projects.

Decision Making & Reporting:

Works under the guidance of the Creative Director and balances creative communications according to budget constraints and cost/pricing efficiencies. Assists in overseeing Jr. Designers. A certain degree of creativity and latitude is required.

Education & Experience:

Degree in Design, Web Design, Motion Graphic Design or related field or similar experience. Three to seven years experience.

Senior Designer

Functional Responsibilities:

Designs creative solutions based on the creative direction provided by Creative Director and marketing team. Applies creative design to print collateral, motion graphics and web/interactive/multimedia projects.

Decision Making & Reporting:

Works under the guidance of the Creative Director and balances creative communications according to budget constraints and cost/pricing efficiencies. Assists in guiding and overseeing other designers. A high degree of creativity and latitude is required.

Education & Experience:

Degree in Design, Web Design, Motion Graphic Design or related field or similar experience. Seven or more years experience.

Junior Developer

Functional Responsibilities:

Performs a variety of tasks including coding HTML pages and revising scripts and applications. Updates databases in multiple platforms. Updates SQL queries. Knowledge of Web-related technologies and techniques. Familiar with HTML, JavaScript, PHP and additional Web-standard scripting languages and template building techniques, as well as Flash as needed.

Decision Making & Reporting:

Relies on limited experience and judgment to execute tasks and accomplish goals established by project manager and/or more senior team members. Works under general supervision of Sr. Developer reporting to a Project Manager or Creative Director. A certain degree of creativity and latitude is encouraged.

Education & Experience:

Degree in Computer Science, Web Design or related field or similar experience. One to two years experience.

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Developer

Functional Responsibilities:

Develops applications as directed. Performs a variety of tasks, including coding HTML pages and writing and revising scripts and applications. Builds and integrates databases in multiple platforms. Creates and optimizes SQL queries. Strong knowledge of Web-related technologies and techniques. Skilled in HTML, JavaScript, PHP and additional Web-standard scripting languages and template building techniques, as well as Flash as needed. Executes deployments. Work closely with Web producers and Web designers to achieve highest quality work. Incorporate content, test sites on multiple platforms/browsers, and assist in the configuration of Web server settings.

Decision Making & Reporting:

Relies on experience and judgment to plan and accomplish goals established by project manager and/or more senior team members. Works under general supervision by Sr. Developer reporting to a Project Manager or Creative Director. A certain degree of creativity and latitude is required.

Education & Experience:

Degree in Computer Science, Web Design or related field or similar experience. Three to seven years experience.

Senior Developer

Functional Responsibilities:

Designs and develops applications based on client specifications. Performs a variety of tasks including coding HTML pages and writing and revising scripts and applications. Designs, builds and integrates databases in multiple platforms. Creates and optimizes SQL queries. Strong knowledge of Web-related technologies and techniques. Skilled in HTML, JavaScript, PHP and additional Web-standard scripting languages and template building techniques, as well as Flash as needed. Develops deployment strategies. Helps establish best practices. Work closely with Web producers and Web designers to achieve highest quality work. Incorporate content, test sites on multiple platforms/browsers, and determine ideal configuration of Web server settings.

Decision Making & Reporting:

Relies on experience and judgment to set technical goals with project manager and/or more senior team members. Reports to a Project Manager or Creative Director. A high degree of creativity and latitude is required.

Education & Experience:

Degree in Computer Science, Web Design or related field or similar experience. Seven or more years experience.

Director of Interactive Technologies/Senior Flash Developer

Functional Responsibilities:

Designs and develops Flash applications based on client specifications. Performs a variety of tasks including timeline and ActionScript. Integrates Flash with multiple technologies. Strong knowledge of Web-related technologies and techniques. Works predominantly in Flash; also proficient in HTML, JavaScript, PHP and additional Web-standard scripting languages and template building techniques. Helps establish best practices. Work closely with Web designers to achieve highest quality work.

Decision Making & Reporting:

Relies on extensive experience and judgment to meet creative and technical goals with project manager and creative director. Reports to a Project Manager or Creative Director. A very high degree of creativity and latitude is required.

Education & Experience:

Degree in Computer Science, Web Design, Design or related field. Seven or more years experience.

Director of Interactive Media & Marketing Strategy

Functional Responsibilities:

Develops project strategy for Interactive Projects. Manages project timing, staffing and execution of these projects. Works closely with Business Development on functional scope. Collaborates consistently with design and development teams to ensure project strategy is accomplished with visual design and technical implementation. Acts as primary contact and interfaces regularly with clients and stakeholders. Creates and presents Marketing Communications Plans, from high level brand promise, competitive analysis and messaging to tactical communications timelines and deliverables.

Decision Making & Reporting:

Relies on experience, judgment, and knowledge of organizational and client goals to develop project strategy and execution plans, including timing and resources. Reports to organization Partners.

Education & Experience:

Degree in Business or related field. Ten years experience.

Director of Account Operations

Functional Responsibilities:

Manages client communication, timing, trafficking, staffing and execution on advertising projects. Acts as primary contact and interfaces regularly with clients and stakeholders. Develops internal processes, oversees Account Executives/Representatives and nurtures long-term relationships with advertising clients. Works closely with Business Development on project scope and with various members of design team to ensure successful execution for advertising projects. Collaborates consistently with design and development teams to ensure project strategy is accomplished with visual design and technical implementation. Creates and presents Marketing Communications Plans, from high level brand promise, competitive analysis and messaging to tactical communications timelines and deliverables.

Decision Making & Reporting:

Relies on experience, judgment, and knowledge of organizational and client goals to develop project strategy and execution plans, including timing and resources. Reports to organization Partners.

Education & Experience:

Degree in Business or related field. Ten years experience.

Creative Director

Functional Responsibilities:

Oversees all creative direction and internal project workflow, budgets and resources. Collaborates consistently with design and development teams to ensure project vision and objectives are accomplished. Oversees contact with clients, presenting concepts, providing progress updates, requesting necessary client approvals and information pertinent to project progress. Actively contributes to sales process by assisting with capabilities presentations. Interacts directly with CFO to ensure timely project billing and reviews vendor bills for accuracy.

Decision Making & Reporting:

Relies on extensive experience and judgment to oversee and manage both creative process and project workflow. A very high degree of self direction and latitude is required. Reports to other members of the ownership group.

Education & Experience:

Bachelor's Degree. 10+ years experience.

Chief Financial Officer

Functional Responsibilities:

Manages and integrates all financial, tax, legal, insurance & operational matters. Creates projections, budgets, various internal strategies and operational efficiency improvements. Develops key metrics and measurement tracking efforts necessary to manage growth, risk and financial success.

Decision Making & Reporting:

Relies on extensive experience and judgment to oversee and maintain the financial health and integrity of the company. A very high degree of self direction and latitude is required. Reports to other members of the ownership group.

Education & Experience:

Bachelor's Degree in Business. 20+ years experience.

Director of Sales & Marketing

Functional Responsibilities:

Supervises and directs employees in their day-to-day tasks. Leads the business development team toward achievement of financial goals. Works with CFO to develop revenue goals, budgets and measurement metrics. Compiles and presents sales' team progress. Responsible for growing the company through increasing brand awareness, acquiring new customers, and coordinating public relations efforts. Drives new revenues and efficiencies by effectively challenging and motivating employees.

Decision Making & Reporting:

Relies on extensive experience and judgment. A very high degree of self direction and latitude is required. Reports to other members of the ownership group.

Education & Experience:

Bachelor's degree. 20+ years experience.

Business Development

Functional Responsibilities:

Responsible for retaining existing clientele and developing new relationships while representing the company in a professional manner. Maintains a high level of client service by thoroughly researching and understanding a client's challenges and presenting appropriate solutions. Assists the Director of Sales in developing sales strategy, company positioning, market focus and creating solutions for prospecting in specific market verticals. Works with Director of Sales to build relationships with prospects, clients, partners, and centers of influence, and achieve revenue goals. Assists creative teams with account support. Documents all efforts, including successes and specific knowledge about existing clients and new key clients, Supports the Marketing team with strategic development.

Decision Making & Reporting:

Reports directly to Director of Sales & Marketing. A certain degree of self direction and latitude is required.

Education & Experience:

Bachelor's degree. Three or more years experience.

Senior Project Manager

Functional Responsibilities:

Oversees and manages internal project workflow, budgets and resources. Acts as point of contact with clients providing progress updates, requesting necessary client approvals and information pertinent to project progress. Interacts directly with CFO to ensure timely project billing and reviews vendor bills for accuracy.

Decision Making & Reporting:

Relies on extensive experience and judgment to oversee and manage project workflow. A very high degree of self direction and latitude is required. Reports to members of the ownership group.

Education & Experience:

Bachelor's Degree. 7+ years experience.

Senior Account Manager

Functional Responsibilities:

Assists other designers with various aspects of a project including design and production. Applies creative design to print collateral, motion graphics and web/interactive/multimedia projects.

Decision Making & Reporting:

Relies on limited experience and judgment to execute tasks and accomplish goals established by other Designers, Sr. Designers, Project Manager and Creative Directors.

Education & Experience:

Degree in Design, Web Design, Motion Graphic Design or related field or similar experience. One to two years experience.

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Branding Approach

For WIW's work to be successful, it is critical that our clients have consensus and clarity about their “brand” promise, such that the “branding” solutions pursued by WIW are properly focused. We firmly believe that:

- Brand-driven organizations deliver a distinct experience.
- Clarity about your brand (promise) gives you permission to develop marketing & communications that support it.
- The brand (promise) should drive everything you do.
- Owning that experience and making it unique to you, is key.
- Brand discipline (and culture) trumps marketing budget.
- The success of our clients will rely on understanding & knowing that core, unique brand promise... and aligning all of the brand signals behind that promise.

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Brand

The core promise, or unassailable vision, of an organization that helps establish a reputation or image formed by those who interact with the organization. This is at the heart of every great brand and it should inspire the WIW team and its customers.

Branding

The process of creating & managing the signals an organization sends to communicate its promise. Every touch-point is a signal and the cumulative effect of all those signals constitutes “your brand” to the consumer.

Brand Strategy

Is a framework for the intentional, strategic communication of all messages and signals that deliver on your promise. The strategy should capture and articulate core insights about the brand's DNA and aspirations, and position the brand clearly to ensure that your promise is consistently expressed by all staff and consistently experienced by all audiences.

A brand framework contains messaging, whether spoken, written, seen or implied, that tells a customer, prospect, constituent, stakeholder, or employee what you stand for and why they should trust you.

The brand strategy will articulate the messaging & communication architecture/hierarchy to help ensure that whether in direct engagement with a customer or prospect, online or in print, each touch-point sets an expectation and perception of value, both internally with all staff, and externally with all audiences. Each touch-point is an opportunity to deliver a positive brand experience — one that is unique and relevant, and forms an emotional connection. Over time, these experiences build trust, brand loyalty and intrinsic value.

Strong brands answer three questions.

1. Who are you?
2. What do you do?
3. Why does it matter to me?

Great brands deliver on three fronts:

Different, Relevant & Simple.

Company Data

Wall-to-Wall Studios, Inc. is a Brand Design Agency creating compelling integrated experiences for smart challenger brands. WIW helps companies build their Brand Currency via websites and digital mediums; print media and graphic design; logos, rebranding, organizational identity systems; environmental design, signage and wayfinding; motion graphics, animation and broadcast video; and, advertising campaigns. Founded in 1992, WIW is headquartered in Pittsburgh, PA, with a second office in Honolulu, HI. WIW maintains a diverse clientele; working with both local and national entities, ranging in size from regional non-profits to Fortune 500 publicly traded companies.

We are known as a firm that will do whatever it takes. At WIW, we strive to deliver exactly what the Client needs, in ways they never expected. Our approach is marked by experience, agility, curiosity and savvy, enabling WIW to pursue custom solutions for each Client, following processes that ensure that resources are used in the most efficient manner. We are able to accomplish these goals through our hybrid, multidisciplinary team that combines art, technology and creativity, pushing the boundaries of each individual discipline. WIW's expertise unites the marketing smarts of an ad agency, the technical know-how of an interactive firm and the creative soul of a design firm, enabling it to span across a broad spectrum of media, producing custom, unique and noticeable products, fulfilling the needs of each Client.

Wall-to-Wall Studios is a hybrid firm, leveraging both the marketing expertise of an ad agency, the technical capacity of an interactive firm, and the creative core of a design firm. Differentiation is based upon this multifaceted acumen, encompassing a broad spectrum of media. The Wall-to-Wall Studios team offers both mass- and subset-media solutions, but maintains its differentiation throughout. Customers are engaged in mutual analysis to determine the correct course of action and optimized media solution. Predictable is not a word ever used to describe Wall-to-Wall, and saying more by saying less is a hallmark of our work. For over nineteen years, Wall-to-Wall Studios has been creating successful web/interactive solutions, graphic design deliverables across all media and environmental graphics.

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Core Competencies

Branding

Brand Strategy, Marketing/Communication Plans, Naming, Logo/Identity Design, Brand Standards & Corporate Identity Guidelines

Graphic Design

Graphic Design for Brochures/Pamphlets, Annual Reports, Direct Mail, Capabilities Communications, Posters

Website Design & Development

Content Management Systems (CMS), Blog, Social Media, Responsive Design, Mobile Friendly, Microsites

Integrated Marketing/Advertising Campaigns

Animation, Motion Graphics, Broadcast TV, Media Plan & Procurement

Environmental Graphics

Wayfinding, Signage, Trade Show Booths

NAICs Codes: 541

512110 Motion Picture and Video Production
541430 Graphic Design Services
541511 Custom Computer Programming Services
541613 Marketing Consulting Services
541810 Advertising Agencies
541850 Display Advertising
541860 Direct Mail Advertising
541910 Marketing Research and Public Opinion Polling
541922 Commercial Photography

Defense Commissary Agency

The Commissary isn't just a grocery store for the U.S. military—it helps shape and define what the experience of “community” within the military means. WIW was tasked with providing a cohesive brand strategy and framework to help shape the Commissary's brand to serve today's military community. Over a ten-month process, the research phase of the project included the following components:

- 144 In-depth interviews with DeCA stakeholders (primarily internal audiences)
- 11,745 On-line surveys
- 623 Intercept interviews
- 85 Shop-along interviews
- 18 Focus groups
- 10 Base visits throughout the US and Europe
- Competitive analysis
- Industry best-practices report

View the case study: www.walltowall.com/pages/the-commissary

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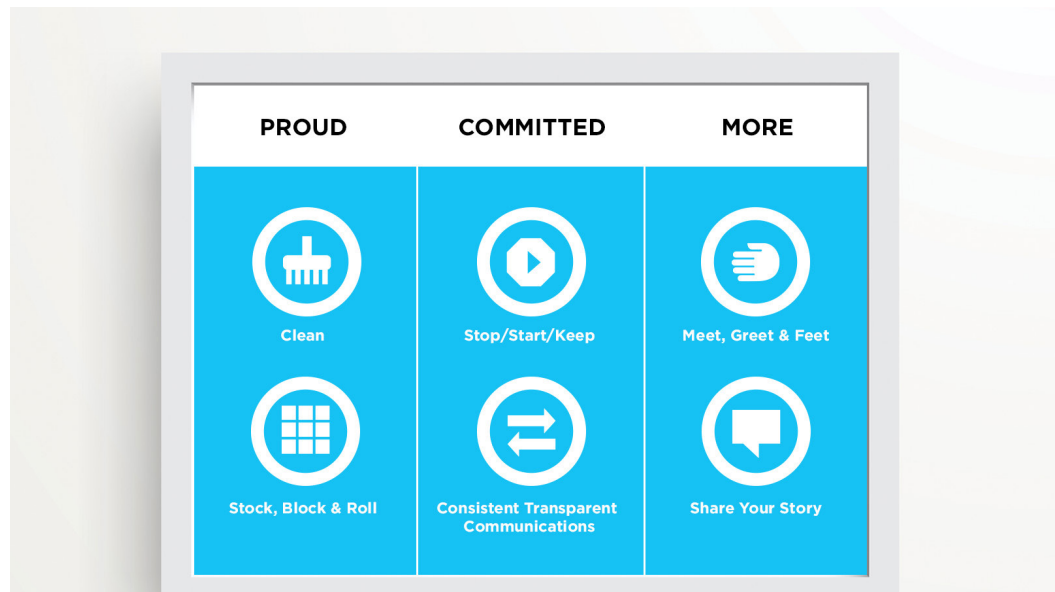
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Hawaii Energy

WW designed and developed the integrated branding and communications campaign for Hawaii Energy, the State's energy efficiency program. The branding collaboration includes identity/logo, print collateral, trade show booth graphics, print and TV advertising and website Hawaii Energy's "Trade-Up for Cool Cash" initiative that encouraged individuals to upgrade to more efficient, ENERGY STAR appliances was a huge success. WW also designed, directed, executed and produced the award winning (National Silver ADDY Award) TV advertisement for Hawaii Energy, deemed "Not Another Drop", as part of the public awareness TV advertising campaign to promote energy efficiency and independence in Hawaii with details available at: <http://www.youtube.com/watch?v=JgrHAVHHT5A>

View the case study: www.walltowall.com/pages/hawaii-energy

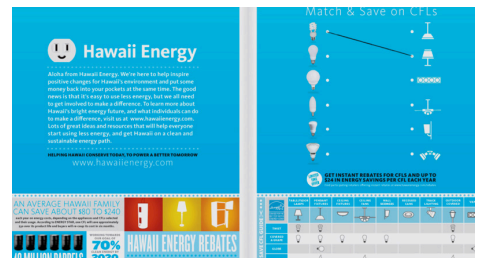
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Hawaii Initiative for Childhood Obesity Research and Education (HICORE) & Let's Go 5210

WIW designed the website for The Hawaii Initiative for Childhood Obesity Research and Education, an organization that provides collaborative and multi-disciplinary leadership in research and education on childhood obesity, physical activity and nutrition in Hawaii. The Initiative is based at the University of Hawaii John A. Burns School of Medicine, Department of Pediatrics and is the collaborative effort of academic and community partners in Hawaii. WIW also designed and developed the website for Hawaii 5210 "Let's Go", the healthy lifestyle program for HICORE. The 5210 program supports First Lady Michelle Obama's national campaign against childhood obesity called "Let's Move" (www.letsmove.gov) which gives parents and families a clear direction for actionable behaviors so they are in a better position to partner with their children and health care team. Both of the websites are powered by WIW's Content Management System and includes the News and Calendar modules. <http://hicore.org/> www.hawaii5210.org

HICORE & Let's Go 5210 case study: www.walltowall.com/pages/hicore

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Urban Redevelopment Authority (URA) / City of Pittsburgh

Wall-to-Wall Studios was engaged by the URA / City of Pittsburgh to create multiple web/interactive projects, each of which was connected to an integrated marketing/branding effort.

The first initiative was a microsite version of the URA is Everywhere investor prospectus that showcases how the City has evolved with the assistance of the URA. Subsequently, WIW redesigned the organization's visual identity and created a nearly 400 page hardbound book that captures the positive impact of the URA on Pittsburgh. <http://www.ura.org/everywhere>

View case study: <http://www.walltowall.com/pages/urban-redevelopment-authority>

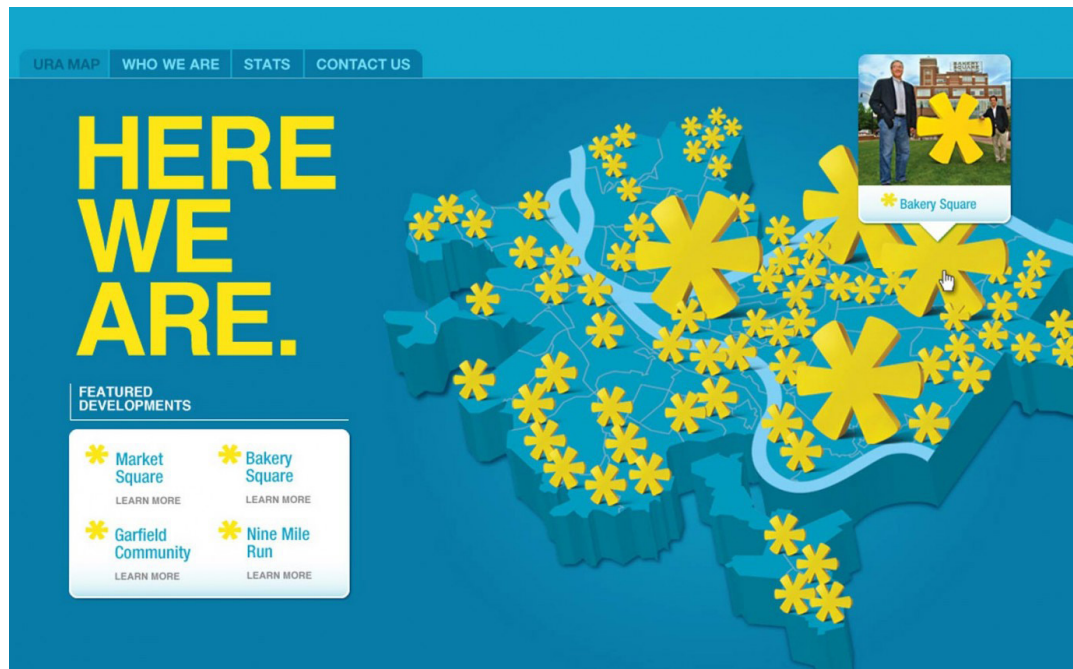
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URA / City of Pittsburgh (continued)

The second initiative is a responsively designed web application for the City's integrated branding campaign. <http://www.pittsburghnow.org>

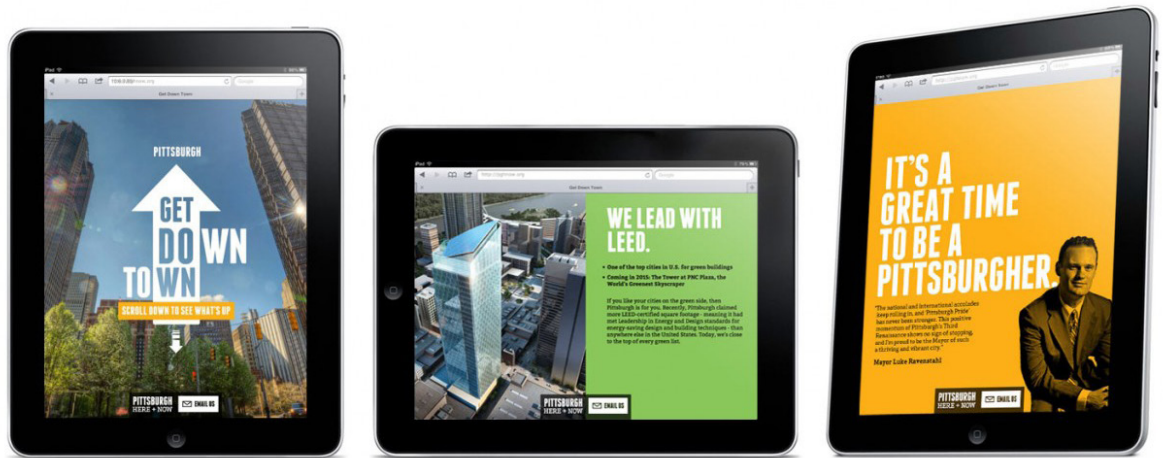
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The final initiative is a responsively designed website in support of the City's plan to create a more robust entrepreneur environment in Pittsburgh. <http://www.launchPgh.com>



Chinatown Honolulu Culture & Arts District

Wall-to-Wall Studios designed and developed the Chinatown Honolulu Culture & Arts District Exhibition that orients and educates visitors about Chinatown's history, culture & people. The four physical interactive exhibits are located in Chinatown at: ARTS at Marks Garage, Hawaii Theatre Center, Louis Pohl Gallery and Hawaii Heritage Center. In lieu of a traditional visitor center, this project leverages Chinatown's assets such that people can experience the neighborhood in different venues and learn about its history in multiple formats including exhibits, websites, plaques and brochures.

View the case study: www.walltowall.com/pages/chinatown-honolulu-arts-culture

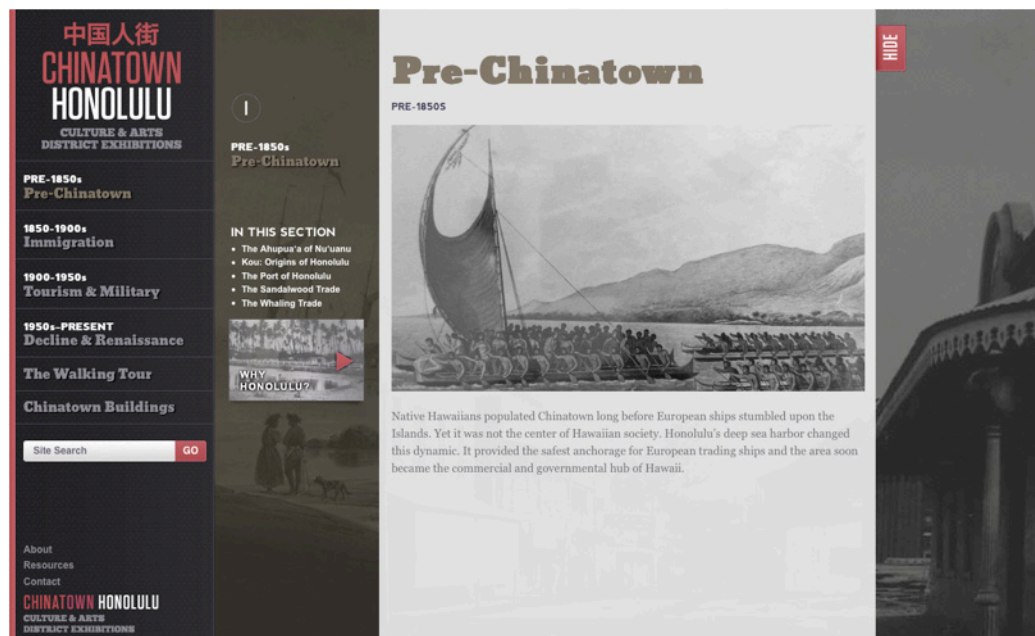
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UPMC (University of Pittsburgh Medical Center)

WIW designed the “Health Care Reform. Simplified” website for UPMC help provide clarity about the new health care law (i.e. Obamacare) to its constituents in western Pennsylvania as well as for anyone seeking information elsewhere in the United States. The responsively designed website was developed with the WordPress content management system and incorporates several custom user interface pathways to help communicate the facts about the law, their impact to different audiences, implementation timetable and resources. WIW also produced several motion graphic based videos to help promote the website and open enrollment. UPMC is one of the leading nonprofit healthcare providers in the United States and UPMC is also health insurance plan, serving more than 1.6 million members. UPMC is the largest employer in the state of Pennsylvania. <http://www.yourhealthcaresimplified.org/>

View the Open Enrollment video promotion: <http://youtu.be/loOSvYHSLEQ>

View the case study: www.walltowall.com/pages/upmc

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Burgatory

Wall-to-Wall Studios designed & developed the website for Burgatory, a restaurant in Pittsburgh featuring helluva burgers & heavenly shakes. In addition to creating the visual branding (logo, taglines), WIW also designed the on-site collateral (menus, gift cards, to go packaging), environmental and decor elements (signage, wayfinding) and merchandising. The website was developed using Wordpress and integrated the use of Responsive Design to optimize the user experience for desktop/laptop and mobile devices. The Responsive Design website approach responds to the user's behavior and environment based on screen size, platform and orientation by using a mix of flexible grids and layouts, images and an intelligent use of CSS media queries. As the user switches from their laptop to iPhone (or other mobile device), the website automatically switches to accommodate for resolution, image size and scripting abilities. For the Burgatory Burger & Shake Stand at the Consol Energy Center, home of the Pittsburgh Penguins, WIW designed all environmental, signage and decor components.

www.burgatorybar.com

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AWARDS

2011 AIGA Pittsburgh Context Show – Logo Design

2011 PRINT Regional Design Annual – Integrated Branding

2011 Under Consideration – Art of the Menu

2012 ADDY Gold Awards – Logo, Website and Integrated Branding, Best of Show

View the case study: www.walltowall.com/pages/burgatory



Carnegie Mellon University

Wall-to-Wall Studios executed the website redesign & development efforts for several distinct Carnegie Mellon University interactive properties including Undergraduate Admission, School of Music, School of Drama and Qatar Campus. All of the websites were developed using custom content management systems, and several integrated the use of Responsive Design to optimize the user experience for desktop/laptop, mobile devices and iPad/tablet. The Responsive Design website approach responds to the user's behavior and environment based on screen size, platform and orientation by using a mix of flexible grids and layouts, images and an intelligent use of CSS media queries. As the user switches from their laptop to iPad, the website automatically switches to accommodate for resolution, image size and scripting abilities.

Undergraduate Admission

View the case study: www.walltowall.com/pages/carnegie-mellon-undergraduate-admission
<http://admission.enrollment.cmu.edu/>

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Carnegie Mellon University (continued)

School of Drama

View the case study: www.walltowall.com/pages/carnegie-mellon-school-of-drama

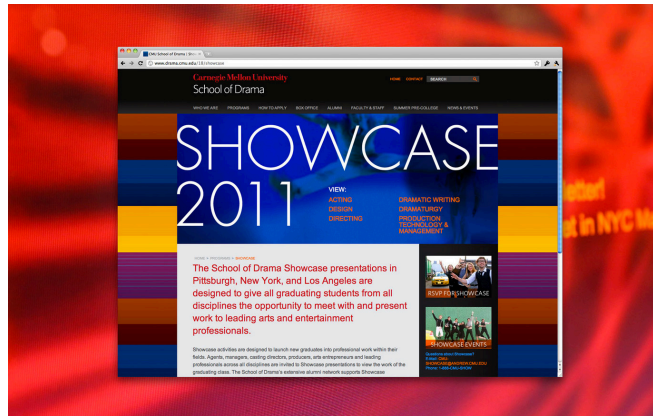
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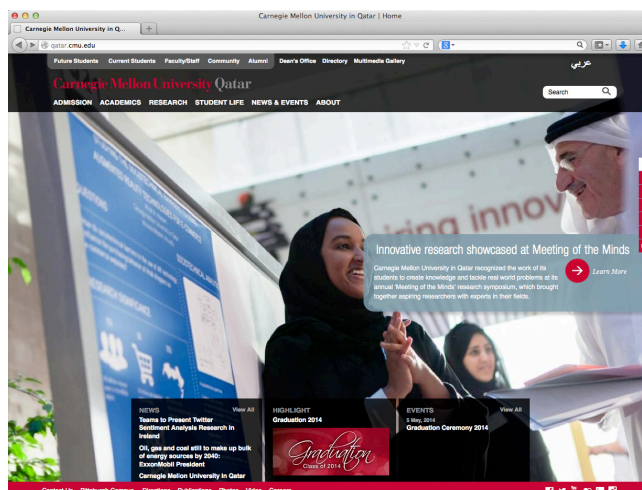
School of Music

View the case study: www.walltowall.com/pages/carnegie-mellon-school-of-music



Qatar Campus

View the case study: www.walltowall.com/pages/cmu-qatar



‘Imiloa Astronomy Center of Hawai‘i

WIW developed the corporate identity, website with CMS and wayfinding / signage system for the ‘Imiloa. The Center brings together stories of the renowned Maunakea volcano, its world-famous astronomy and rich traditions of the great Hawaiian explorers who navigated the Pacific with the stars. Under its dramatic titanium-clad exterior, the ‘Imiloa features interactive exhibits, planetarium shows, traveling events, a Museum store and cafe, all located on the Big Island of Hawaii. The website utilizes the WIW CMS and News, Calendar and Form-Builder Plug-Ins. www.imiloahawaii.org

View the case study: www.walltowall.com/pages/imiloa-astronomy-center

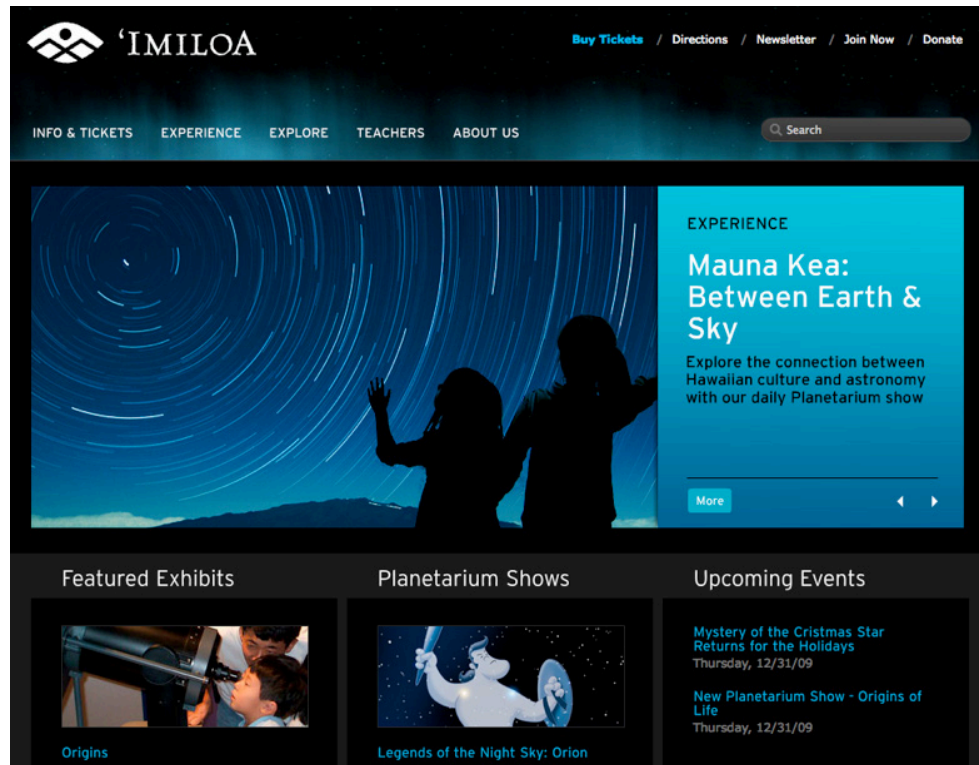
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Pillars of Peace Hawai'i

WIW developed the formative branding (name, logo/identity), website with CMS and integrated marketing campaign for Pillars of Peace Hawai'i, an initiative launched by the Hawaii Community Foundation with a leading grant of support from the Omidyar 'Ohana Fund. Pillars of Peace Hawai'i: Building Peace on a Foundation of Aloha aims to bring global peace leaders to Hawai'i to exchange ideas about the many forms of peace that exist here at home in Hawai'i, and around the world, and hosted His Holiness the 14th Dalai Lama of Tibet for a series of public talks in April 2012.

pillarsofpeace.hawaiicommunityfoundation.org

"Peace is an active state of being-it is not passive. We hope that the Dalai Lama's visit will inspire people to consciously embrace compassion and apply peace in their everyday lives." — Pierre Omidyar (Founder of eBay and the Omidyar 'Ohana Fund)

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View the case study: www.walltowall.com/pages/pillars-of-peace-hawaii



Chrome Federal Credit Union

WIW led CHROME (formerly Washington Community Federal Credit Union) through a comprehensive rebranding. The collaboration included development of a research-driven Brand Platform, Audience Personas, Naming, Corporate Identity Package, Integrated Design + Style Guide, Brand Video, Brand Culture Handbook, Digital Components, Environmental & Decor Elements and more. The transformation not only includes a new name, but a new business model. According to Christopher George, President and CEO, "CHROME is simply good banking. To us that means easy-to-use accounts, less fees, more stores and smart people who can't wait to help. We'll also be serving up state-of-the-art online and mobile banking, CHROME Confidence and security assistance and more."

View the case study: www.walltowall.com/pages/chrome-federal-credit-union

View the brand video: www.youtube.com/watch?v=sJs2BDBKdy4

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Pittsburgh Water and Sewer Authority (PWSA)

Originally created in 1984, the Pittsburgh Water and Sewer Authority (PWSA) is a municipal water authority providing services to over 83,000 and 300,000 customers throughout the City of Pittsburgh and region, respectively. Every day PWSA performs a broad range of critical functions for the region, including water treatment and distribution, quality testing, wastewater conveyance and infrastructure maintenance and improvement.

Customers, partners and city officials are exposed to the PWSA brand on a regular basis through a wide array of touch-points, from billing statements and construction sites to event exhibits and promotional products.

View the case study: www.walltowall.com/pages/pittsburgh-water-and-sewer-authority

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Daniel K. Inouye Institute

WIW designed the formative branding, including the visual identity / logo and stationery system and website for the Daniel K. Inouye Institute. The website is powered by WIW CMS, a ruby on rails content management system. The Institute will preserve Senator Inouye's papers in collaboration with the University of Hawaii and the Library of Congress and support STEM education, civics learning, and international educational-cultural exchanges.

View the case study: www.walltowall.com/pages/daniel-k-inouye-institute

View the website: www.danielkinouyeinstitute.org

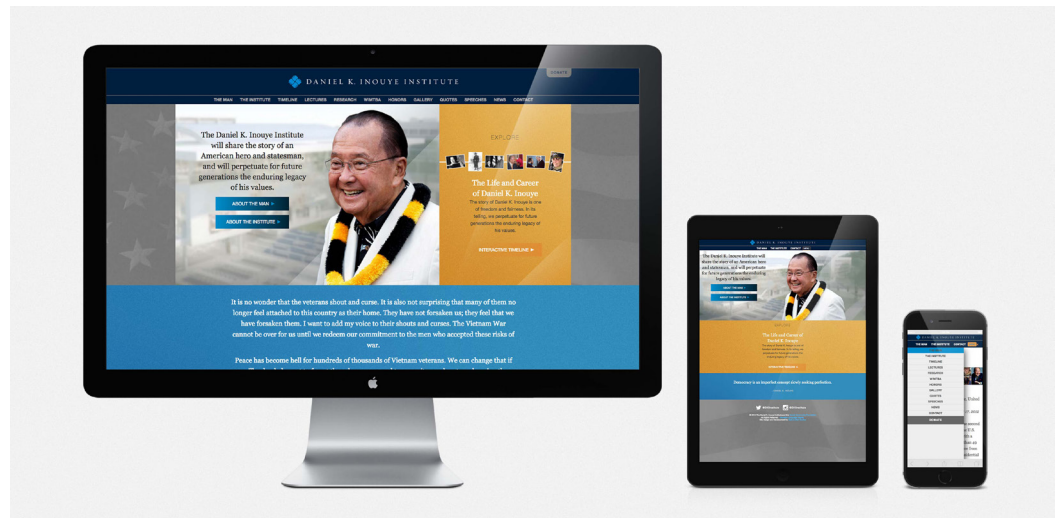
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Pittsburgh Parks Conservancy

WIW executed the organizational rebranding that included the visual identity system with comprehensive icon suite, stationery, construction signage, environmental elements, vehicle graphics, apparel, brand style guide and more, for the Pittsburgh Parks Conservancy. Founded in 1996, the organization has been pivotal in the development, up-keep, and creation of parks in Pittsburgh. The rebranding initiative was motivated by lack of recognition attributed to Pittsburgh Parks Conservancy and the organization's efforts & impact. The distinct and memorable visual identity has become a strong brand character for the Pittsburgh Parks Conservancy and the style guide has provided the framework & toolkit ensuring consistency in all marketing communications.

View the case study: www.walltowall.com/pages/pittsburgh-parks-conservancy

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The Surfjack Hotel & Swim Club

Located on Lewers Street in the heart of Waikiki, The Surfjack Hotel offers laid-back accommodations, the Swim Club's poolside style, and local chef Ed Kenney's first restaurant venture in Waikiki, Mahina & Sun's. The Surfjack, a design-led, art-driven establishment which many locals had a hand in creating, seeks to encapsulate the easy going spirit of mid-century Aloha.

As part of the creative team lead by interior designers The Vanguard Theory in Honolulu and Studio Collective of Los Angeles, WIW was selected to define the hotel's brand identity through a strategic process: a competitive brand audit, identifying key target audience personas and developing the unique voice, tone and personality for all communications.

View the case study: www.walltowall.com/pages/surfjack

View the case website: surfjack.com

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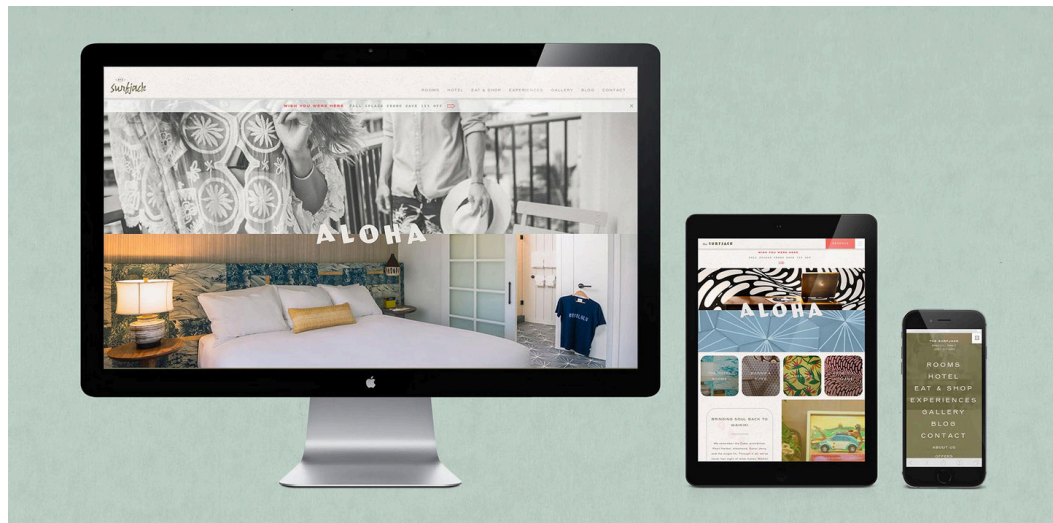
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Hawaii Pacific Health

Hawaii Pacific Health is a not-for-profit health care network of hospitals, clinics, physicians and care providers dedicated to the mission of improving the health and well-being of the people of Hawaii and the Pacific Region. WIW has developed several campaigns and brand initiatives for each of the entities within Hawaii Pacific Health: Kapiolani Medical Center for Women & Children, Pali Momi Medical Center, Straub Hospital & Clinic and Wilcox Memorial Hospital.

In support of an initiative to unify the hospitals under the HPH umbrella – while also being mindful of each entity's unique marketing messages – WIW created a brand campaign that would include each hospital's commercials starting with Kapi'olani Medical Center, Pali Momi Medical Center and Straub Clinic & Hospital. The campaign speaks to the fact that of the medical centers of Hawai'i Pacific Health offer expert, comprehensive care for the entire span of lifetime. "Clayton" was produced for Pali Momi in January 2015 and resulted in more than a two-fold increase in phone inquiries to the bariatric program. "Maile," which promoted maternity services for Kapi'olani Medical Center, aided in increased market share and awareness, as well as the highest recorded revenue to date for the hospital. "Thompson" was produced in June 2015 to promote the Straub Bone & Joint Center and began airing in August 2015.

View the case study: www.walltowall.com/pages/hawaii-pacific-health

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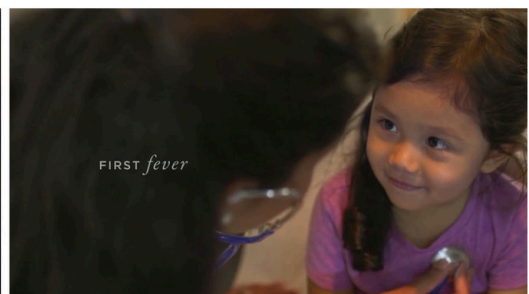
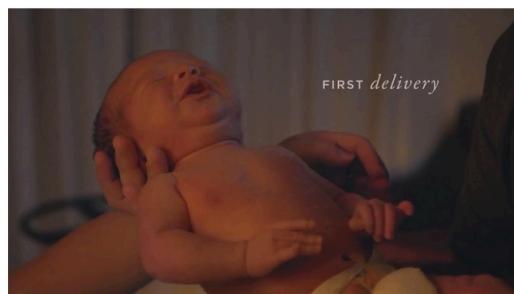
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Bike Pittsburgh

Continuing the formative design & branding collaboration (logo, visual identity system, Three Rivers Racks), Wall-to-Wall Studios created an integrated marketing campaign for Bike Pittsburgh, the non-profit advocacy organization that is transforming the streets and communities into vibrant, healthy places by making them safe and accessible for everyone to bike and walk. The expressed goal of the advertising campaign is to help humanize bicyclists on the streets in an effort to improve cycling conditions and safety.

View the case study: www.walltowall.com/pages/bike-pittsburgh

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Richard King Mellon Foundation

Wall-to-Wall Studios designed the 2013, 2014 and 2015 Annual Reports for the Richard King Mellon Foundation, one of America's largest private foundations. For more than 60 years the RK Mellon Foundation has invested in the competitive future and quality of life in Southwestern Pennsylvania, and in the protection, preservation, and restoration of America's environmental heritage. The Foundation was created in 1947 by Richard King Mellon (1899 – 1970), president and chairman of Mellon Bank, a conservationist and leading figure in the financial and civic life of Pennsylvania.

View the case study: www.walltowall.com/pages/richard-king-mellon-foundation

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Airlines for America

WIIW designed and produced “There to Here” (#ThereToHere) as part of an integrated digital campaign for Airlines for America, the country’s largest and oldest airline industry trade association. The campaign highlights the personal connections and moments that are possible thanks to U.S. airlines. Air travel isn’t just about the person doing the traveling; it’s also about who or what is waiting on the other end. When a person- or even a package- is no longer “there” but now “here”, that’s when the magic can start, the deal can be struck, the package can be opened, the smiles can be shared. Through on-line videos and sharable graphics, the campaign brings to life the impact that U.S. airlines have every day and the benefits of going from “there” to being “here.”

View the case study: www.walltowall.com/pages/airlines-for-america

View the TV spot: www.youtube.com/watch?v=NNirVJimriw

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